

For Immediate Release



JTB and JR Central to Launch Same-Day Baggage Delivery Service “LUGGAGE EXPRESS” – Promoting hands-free travel on the Tokaido Shinkansen –

JTB Corp. (Headquarters: Tokyo; President and CEO: Eijiro Yamakita, hereinafter referred to as "JTB") and Central Japan Railway Company (Headquarters: Nagoya, Aichi; President: Shunsuke Niwa; "JR Central") has launched “LUGGAGE EXPRESS,” a same-day baggage delivery service between Tokyo and Kyoto for travelers using the Tokaido Shinkansen (bullet train), effective November 1, 2025.

Under this service, for example, luggage deposited at an accommodation in Tokyo can be received at an accommodation in Kyoto on the same day through collaboration with partner delivery companies. When travelling between sightseeing destinations along the Tokaido Shinkansen, this service enables lighter, more flexible, and more enjoyable hands-free travel by freeing travelers from carrying large items such as suitcases.



Background and Challenges

Under the Tourism Nation Promotion Basic Plan approved by the Cabinet on March 31, 2023, the Government of Japan has set targets of 60 million inbound visitors and JPY 15 trillion in inbound travel spending by 2030. While the inbound market exceeded JPY 8 trillion in 2024^{*1}, addressing the concentration of visitors in specific areas and strengthening reception infrastructure remain urgent priorities.

One pressing issue is the challenge posed by large luggage on public transportation and at tourist sites. While international visitors to Japan, in particular, express needs such as “wanting to travel comfortably between destinations” and “depositing luggage to enjoy sightseeing at a leisurely pace,” accommodation providers face operational burdens related to temporary baggage storage and arranging delivery services. To address these issues and enhance the overall tourism experience, JTB and JR Central have jointly developed a same-day baggage delivery service.

*1 Source: Japan Tourism Agency, “Survey of Inbound Consumption Trends — 2024 Calendar Year Results.”

Service Overview

Service corridor: Select accommodations in Tokyo ⇔ select accommodations in Kyoto City^{*2}

Acceptance and delivery times: Luggage deposited by 9 a.m. will be delivered the same day by 6 p.m. (Express) or by 9 p.m. (Regular).

How to book: Website (<https://www.luggage-express-service.com/>)

Fees (tax included): Regular (delivery by 9 p.m. same day): JPY 13,200 per item;

Express (delivery by 6 p.m. same day): JPY 16,500 per item.

^{*2} Service counters are also available at Tokyo Station and Kyoto Station.

For details on how to book at stations and applicable fees, please refer to the dedicated website.



*Usage image

Features of the Service

➤ Benefits for travelers

- Enhanced convenience: Freedom from carrying large luggage like suitcases improves mobility on the Tokaido Shinkansen and flexibility at sightseeing spots.
- Better time utilization: Hands-free movement allows travelers to make the most of their sightseeing time.
- Speed and reliability: Same-day delivery enabled by “Tokaido Mach Service,” a Shinkansen-powered express transport service.

- Reliable support: Supported by a multilingual call center.

➤ **Benefits for accommodation providers (For accommodation providers:**

<https://www.jtbbwt.com/government/service/solution/kankou-dx/dx-solution/luggage-express/>)

- Operational efficiency: Guests complete booking and payment themselves; no waybill creation or manual entry required, reducing front-desk workload.
- Space saving: Early post-cutoff pickup minimizes the need for baggage storage space.
- Higher guest satisfaction: Offer as a high value-added amenity to enhance the guest experience.

➤ **Benefits for regions and tourist destinations**

- Easing congestion: Reduces crowding on transportation and at tourist sites caused by large luggage, mitigating impacts on local residents.
- Contributing to logistics solutions: Enables efficient long-distance transport through modal shift^{*3}.
- Sustainability: Leverages rail, a transport mode with a lower environmental footprint.

^{*3}Modal shift refers to shifting freight transport from trucks and other road vehicles to rail or sea, which impose a smaller environmental burden.

Future development

In the future, we plan to expand same-day delivery service by introducing midday pickup after checkout, as well as offering faster, more flexible options for travel agencies. We will also strengthen collaboration with more accommodations and related business partners to broaden the network of eligible hotels and service locations.

Furthermore, we are considering expanding same-day baggage delivery service to other regions, including Osaka, to provide more customers with a comfortable and convenient hands-free travel experience.

■About JTB Corp. <https://www.jtbcorp.jp/en/>

JTB is one of Japan's leading travel solutions providers, offering a diverse range of services and products tailored to meet the evolving needs of its clients. With a rich history dating back to 1912, JTB has consistently adapted and innovated to maintain its position at the forefront of the industry.

Through this “luggage express” service, along with our in-destination logistics initiatives such as “Baggage GO,” a logistics and delivery matching platform, we will further advance hands-free travel across tourist destinations nationwide.

■About JR Central's same-day baggage transport service

JR Central operates “Tokaido Mach Service,” a same-day parcel transport service for corporate customers that leverages the Tokaido Shinkansen’s attributes—high speed, precision, high frequency, low vibration, and a small environmental footprint. Shipments are carried using operational space on the Tokaido Shinkansen between Tokyo, Shizuoka, Mikawa-Anjo, Nagoya, Kyoto, and Shin-Osaka stations.



All images and illustrations in this release are for illustrative purposes only.

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